

CONFERENCE REPORT

Date:	April 26, 1995	Date of Conference:	4-25-95
Client:	Philip Morris	Place:	Philip Morris
Product:	Dave's		
Present:			
For Client:	Sue Norris Linda Schwartz	For Agency:	Dave Findel Kristen Comiskey Tom Hay Deborah Lyons Eileen Purcell Charlie Silvestro

Dave's Direct MarketingΔ New Test Market: Plan Development

Purpose of meeting was to discuss initial direction for direct marketing in the new test market.

- A prototype plan was reviewed including the following ideas:
 - inclusion of smoker referral cards in outsert responder package.
 - development of alternate survey with questions reflecting the brand's character as test in intro mailing.
 - use of Seattle intro package with a split test of free pack coupon vs. \$1.00 off a pack. Mailings 2 and 3 would be identical to mailings 2 and 3 in Denver and Seattle.
- Broader testing options including a new introductory package, post card teaser, and a program stream with lower coupon values were also discussed.
- Market introduction will most likely be late September/October.

Next Steps:

- Pull competitive smoker counts for Sacramento pending decision on third test market location.
- Decision on product sampling versus coupon intro communication
- Develop cost estimate for teaser post card mailing (quantity: 25,000).
- Develop alternate survey.

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Δ Denver/Seattle Test Markets

- Mail dates for packages 2 and 3 revised as follows:

<u>Mailing</u>	<u>Denver</u>	<u>Seattle</u>
2	w/o 5/1	w/o 5/29
3	w/o 8/28	w/o 8/28

- New tapes for Seattle mail 2 will be provided 5/15.
- Coupon expiration dates for mailing 3 will be 12/31/95.
- Outsert responder packages will be updated to extend coupon expiration dates to 12/31/95. This will be coordinated with the new test market outsert responder package.

Distribution:

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Jim Vander Putten
Margaret Yates

Chapman/Y&R: Bonnie Heller
Nesia Richardson

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